

PATENT
Serial No. 09/815,856
Amendment in Reply to Final Office Action of July 15 2005

IN THE CLAIMS

Please amend claims 8 and 16 as follows:

1 1.(Previously Presented) A method for making a recommendation
2 in a lifestyle recommendation machine, the method comprising the
3 steps of:

4 generating a user profile based on explicit and/or implicit
5 directions of a user;

6 making a recommendation for an item, service, and/or event
7 based on the user profile;

8 and

9 reporting the recommendation to the user through a celebrity
10 agent while simultaneously displaying an image of the celebrity
11 agent.

1 2.(Original) The method of claim 1, wherein the
2 recommendation is a recommendation of television programming.

Claim 3 (Cancelled)

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1 4. (Previously Presented) The method of claim 1, wherein the
2 image is a video of the celebrity agent and the reporting step
3 comprises playing accompanying audio which announces the
4 recommendation.

1 5. (Previously Presented) The method of claim 1, wherein the
2 image is a still image of the celebrity agent.

1 6. (Original) The method of claim 5, wherein the reporting
2 step further comprises displaying a textual message which announces
3 the recommendation.

1 7. (Original) The method of claim 5, wherein the reporting
2 step further comprises playing accompanying audio which announces
3 the recommendation.

1 8. (Currently Amended) A lifestyle recommendation device
2 comprising:
3 means for generating a user profile based on explicit and/or

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4 implicit directions of a user;
5 means for making a recommendation for an item, service, and/or
6 event based on the user profile; and
7 reporting means for reporting the recommendation to the user
8 | through a celebrity agent while simultaneously simultaneously
9 | displaying an image of the celebrity agent.

1 9. (Original) The device of claim 8, wherein the lifestyle
2 recommendation device is a television programming storage device.

Claim 10 (Cancelled)

1 11. (Previously Presented) The device of claim 8, wherein the
2 image is a video of the celebrity agent and the reporting step
3 comprises playing accompanying audio which announces the
4 recommendation.

1 12. (Previously Presented) The device of claim 8, wherein the
2 image is a still image of the celebrity agent.

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1 13. (Original) The device of claim 12, wherein the reporting
2 means further comprises means for displaying a textual message
3 which announces the recommendation.

1 14. (Original) The device of claim 12, wherein the reporting
2 means further comprises means for playing accompanying audio which
3 announces the recommendation.

1 15. (Previously Presented) A program storage device readable
2 by machine, tangibly embodying a program of instructions executable
3 by the machine to perform method steps for making a recommendation
4 in a lifestyle recommendation machine, the method comprising the
5 steps of:

6 generating a user profile based on explicit and/or implicit
7 directions of a user;

8 making a recommendation for an item, service, and/or event
9 based on the user profile; and

10 reporting the recommendation to the user through a celebrity
11 agent while simultaneously displaying an image of the celebrity
12 agent.

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1 16. (Currently Amended) A computer program product embodied in
2 a computer-readable medium for making a recommendation in a
3 lifestyle recommendation machine, the computer program product
4 comprising:

5 computer readable program code means for generating a user
6 profile based on explicit and/or implicit directions of a user;
7 computer readable program code means for generating-making a
8 recommendation for an item, service, and/or event based on the user
9 profile; and

10 computer readable program code means for generating-reporting
11 the recommendation to the user through a celebrity agent while
12 simultaneously displaying an image of the celebrity agent.

1 17. (Previously Presented) A method for making a
2 recommendation in a lifestyle recommendation machine, the method
3 comprising the steps of:

4 substituting a user profile based on explicit and/or implicit
5 directions of a user with a celebrity profile of a celebrity;
6 making a recommendation for an item, service, and/or event
7 based on the celebrity profile; and

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8 reporting the recommendation to the user through a celebrity
9 agent while simultaneously displaying an image of the celebrity
10 agent.

1 18. (Original) The method of claim 17, wherein the
2 substituting step comprises downloading the celebrity profile from
3 an external source.

Claims 19-20 (Cancelled)

1 21. (Previously Presented) The method of claim 17, wherein the
2 image is a video of the celebrity agent and the reporting step
3 comprises playing accompanying audio which announces the
4 recommendation.

1 22. (Previously Presented) The method of claim 17, wherein the
2 image is a still image of the celebrity agent.

1 23. (Previously Presented) The method of claim 17, wherein the
2 reporting step further comprises displaying a textual message which

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3 announces the recommendation.

1 24. (Previously Presented) The method of claim 17, wherein the
2 reporting step further comprises playing accompanying audio which
3 announces the recommendation.